

**ABSTRACT**

A system and method for pricing a classified advertisement. The method includes receiving a classified advertisement from an advertiser to be distributed to at least one of multiple device  
5 types. The classified advertisement may be substantially simultaneously formatted for at least two of the device types. The classified advertisement may be displayed as formatted for presentation by the device type(s). A price may be determined and displayed for the classified advertisement as formatted for presentation by the device type(s).